



Getting Started with Employee Communications

The Coalition to Stop the Spread
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One of the challenges our Coalition members face is how to win the hearts and minds of their employees, the first step in making them safe-practice ambassadors at home, at work and in the community. We asked several of our large corporate members what had worked for them.

Here's what they said:

Communications must come from the top.

Employees need to know that the CEO, Chief HR Officer or other leadership buys into safe practices, is paying attention to the data and is committed to protecting employees. Regular, frequent communications are crucial to keep messages out front and to meet employee expectations.

[Download Draft Letter from CEO to Employees](#)

Employers must seek feedback and address questions.

Effective communication is never a one-way street; the most successful Coalition members make a point to seek feedback from the workforce, address questions and concerns as they arise, and document questions that may come up again.

[Download Fact Sheets with FAQs](#)

Cite experts.

Company leaders are seldom the experts on COVID-19, and employees know it. But they do appreciate it when employers share information from credible, external experts with experience in the pandemic.

[View this Video Featuring Dr. Amy Fairchild](#)